

## Update Summary

In response to the feedback received from our initial submission, Fig Leaf Software has revised its offering to Jefferson County Public School. In order to meet your acquisition goals, we have modified our planned scope of work for this effort, reduced our overall hourly rate, and refined our support offerings. In addition, Fig Leaf Software has included a quote for a Google Search Appliance to address Jefferson County's search needs.

The following specific changes have been made to this document:

### Discovery

- No changes to scope.

### Design

- Fig Leaf Software has reduced the quantity and duration of meetings during Design. Fig Leaf has also reduced the number of comprehensive layouts to one.

### Development / Testing / Deployment / Migration

- Fig Leaf Software has reduced the quantity and duration of meetings during Development.
- We have also reduced efforts around migration. Previously we planned on migrating 500 pages. This updated effort includes migration planning and management of the effort as well as the migration of 50 pages of your most important content. Fig Leaf Software assumes Jefferson County Public Schools will complete the remaining page migrations independently.
- We have included language describing the Google Search Appliance offering and the services Fig Leaf provides with its purchase.

### Training / Support

- Fig Leaf Software has reduced the amount of on-site training to two days.
- Fig Leaf Software has refined its support offering for this effort.

### Price

- Fig Leaf Software has reduced the hourly rate used to calculate our pricing.
- We have added pricing for the Google Search Appliance
- We have provided support pricing through July 2018

## February 27, 2015 Update

Fig Leaf Software has included an invoicing schedule as part of our pricing section.

## 1.0 Executive Summary

According to your Strategic Plan Vision 2015, “The Jefferson County Public School (JCPS) District is at a critical point in its history.” By focusing on the goals of Increased Learning, Stakeholder Involvement/Engagement, Graduation and Beyond & Safe, Resourced, Supported, and Equipped Schools, you define the roadmap required to become the best urban district in the nation. The JCPS 2015 Vision Plan describes the specific strategies you plan to employ to meet these important goals. While the challenge is difficult, the end result is certainly worthy of the effort required. While a Fig Leaf Software-designed website alone cannot solve these challenges, we think we can help.



Jefferson County is seeking a web content management system that presents a crisp, sharp, and animated face to the school district, its staff, and students. At the same time, this site must be something that is exciting for the staff, students, parents, and Jefferson County Community – a site that is not only easy to use, but is also functional and fun.

Fig Leaf Software proposes building a redesigned [www.jefferson.k12.ky.us](http://www.jefferson.k12.ky.us) that supports the goals described in your Vision 2015. Fig Leaf Software will enhance the visibility and presentation of your educational content so that the site will increase learning. We will build a site that is engaging and functional for all users so that we can further engage the entire breadth of the Jefferson County community. Your updated site will be a portal to engage and interact with alumni, and keep them involved and engaged after graduation. Finally, a clear and functional site is critical to communicating pertinent and critical information to keep your students safe.



**Fig Leaf Software, Inc.** is a Service-Disabled Veteran-Owned Small Business (SDVOSB) and privately held corporation based in Washington, D.C. Since 1992, Fig Leaf has provided expert services in the focus areas of online user experience and presence, inbound marketing, content strategy, user experience, custom application development, CMS implementation, technical training, mobile application development, and product resale. Our client base is comprised of organizations of all sizes that value quality. Each customer receives our utmost attention and dedication. As an award-winning team of imaginative

designers, innovative developers, experienced instructors, and insightful strategists, Fig Leaf Software provides consultative guidance and expertise conducting responsive website redesign and development. Fig Leaf Software has prepared a proposal that meets your technical requirements while providing the Jefferson County School District (Jefferson County) with the tools and infrastructure needed to achieve your goals. Our proposed solution supports and promotes Jefferson County’s commitment to the values of access, opportunity, student success, and excellence, and which supports Jefferson County mission to deliver world-class in-person and online teaching, learning, and workforce development to ensure your students have an educated population and globally competitive workforce.



Over the past 20 years, Fig Leaf has developed numerous technology partnerships that enable us to provide our customers with the latest and greatest design and content solutions. Fig Leaf Software is confident that we are an excellent partner for Jefferson County based on our unparalleled experience and track record in delivering quality, highly visible and user-centric websites, including:

- University of Wisconsin (redesign and CMS implementation for multiple campuses - [www.uwp.edu](http://www.uwp.edu), [www.uwstout.edu](http://www.uwstout.edu), UW-Superior is ongoing)
- George Mason University (Intranet cloud hosting)
- University of California DC (CMS migration and Student Information Services integration)

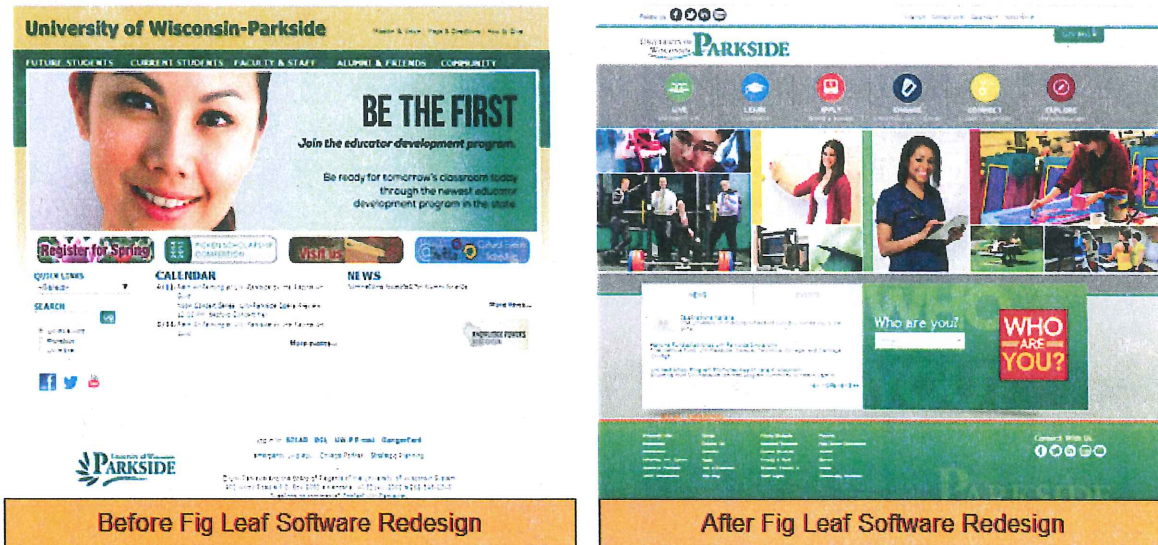
## 1.1 Why Fig Leaf

**We'll Meet Your Goals** At Fig Leaf, our redesign process is only complete when the objectives for your new site are met. Our extensive experience within the education sector provides us with the expertise needed to focus on making each school's online presence stand apart from the others. This expertise also enables us to redesign websites to optimize every single piece of information of value to a school and its users and perspectives, capturing audiences with images, layout, and text that are relevant, interesting, and impossible to ignore.

**We'll Rejuvenate Your Online User Experience** Fig Leaf provides an online overhaul to your website to make it current, streamlined, and easily accessible on any type of mobile device. Advantages of a redesign by Fig Leaf include:

- A rejuvenated web experience with your specific needs in mind.
- Better utilization of images and social media.
- A sleeker, faster, more intuitive website enhanced by the latest technology.
- Streamlined pages and create a more responsive interface with faster load times and easy navigation.
- A responsive design across all platforms.

**We're a Trusted Partner of Education Organizations** As the chosen firm for other education website redesign projects, Fig Leaf develops a new online presence that is uncluttered, easy to navigate, and uses bright, bold colors that catch the eye. On the following page is the new homepage created for University of Wisconsin at Parkside, which demonstrates the before and after distinction of a Fig Leaf redesign.



An Before and After Example of a Team Fig Leaf Redesign - Created for University of Wisconsin - Parkside

## 1.2 Fig Leaf's Strengths & Capabilities

Fig Leaf Software is an award-winning team of imaginative designers, innovative developers, experienced instructors, and insightful strategist. For over 20 years Fig Leaf has been a leader in helping a diverse range of clients with needs across the entire spectrum of web-related services, including design, marketing and content strategies, custom software development, product licensing, and personalized training. Located in the heart of Washington, DC, we are a Veteran-Owned Small Business with a keen ability to understand your needs, a broad array of strategic technology partners, and a talented team eager to make your latest web initiative a resounding success. So whether you need strategic consulting, best practice guidance, or products and training for real-world solutions, **We've Got You Covered.**

### Our Partners

As a provider of web-related services for over two decades, Fig Leaf Software has developed close and beneficial relationships and partnerships with the leading technology partners. These partnerships enable us to provide best-in-breed technology offerings, industry-leading product solutions, and preferential pricing that often outmatches our competitors.



Drupal is an open source content management platform powering millions of websites and applications. It's built, used, and supported by an active and diverse community of people around the world. Fig Leaf Software has been utilizing the Drupal platform since its inception and has a complete staff of Acquia Certified Drupal

Developers to expertly guide you through the rollout of your new site. Fig Leaf software has utilized the Drupal CMS on a wide variety of educational websites. Fig Leaf used Drupal for the latest <http://louisvilleky.gov/>.



## 2.0 Our Process

Fig Leaf Software employs a hybrid agile methodology for its website design and development process. Agile software development is founded on the principles of iterative incremental progress, direct and frequent communication and reduced feedback loops. Fig Leaf Software applies these principles to a phased approach to design and development. Within each phase, we work in an iterative process, but each phase is defined by a predetermined set of activities and deliverables defined by our customer's specific requirements. The Fig Leaf approach promotes customer collaboration while maintaining an efficient schedule and a team of dedicated resources.

Fig Leaf Software provides much more than amazing websites. Our design and development process is defined by our focus on quality documentation that can be used throughout the life of your site. From discovery through deployment, the artifacts created during our design and development process serve as user guides and templates for continued use..

Upon contract award, Fig Leaf Software will assign a Project Manager (PM) to the Jefferson County Public School redesign effort to direct and advocate for the project. The PM serves as JCPS's primary day-to-day contact for all aspects of the project and your single point of contact for all contract related matters. The PM is also responsible for assembling the team and developing a Project Plan that ensures on-time, within-budget delivery and overall project success.

Fig Leaf will establish a customized project email address for the Jefferson County Public Schools, [JCPS@figleaf.com](mailto:JCPS@figleaf.com), which will be used for communication between JCPS and Team Fig Leaf members. The establishment of the project email will allow for effective communication between JCPS and the Team Fig Leaf and facilitates timely answers to important questions that that cannot wait for the weekly status updates. At any time JCPS, will also be able to contact their dedicated PM via phone, should an impromptu discussion be necessary.

Upon contract award, Fig Leaf will initiate the project by coordinating with key JCPS stakeholders to schedule the project kick-off meeting, ideally to occur within one week of contract award and execution. Our overall operating approach, preliminary project schedule, and expected milestone completion dates shall be presented at that meeting. The draft kick-off meeting agenda and supporting materials will be delivered to the JCPS prior to the meeting for review. Notes from the kick-off meeting will then be provided to promptly after the meeting.

The following sections describe each phase of our design and development process:

### 2.1 Discovery

Fig Leaf's Discovery process enables us to lay the foundation for us to create websites that offer an effortless user experience, achieve high rankings on the major search engines, and promote associations to prospective members. During the Discovery Phase, our highly skilled web design team elicits and translates the goals and objectives our customers into the digital language of content,

functionality, and imagery essential to building sites that bring visitors back time and time again. The Discovery Phase sets the groundwork for the entire project by defining goals and objectives, laying out the process and setting expectations for participation, deliverables and timelines. Most importantly, the Discovery Process allows Fig Leaf to learn about your organization and the website you would like to share with your stakeholders.

Key elements of our Discovery Phase approach include:

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**Discovery Sessions** – Fig Leaf learns about our customers with discovery sessions focused on the technical and creative needs of your site. We conduct interviews with your stakeholders to gather information on the goals, objectives, and visions for the outcome of this project. We also focus on the underlying technology requirements for your future site.

**Information Architecture (IA)** – Visually stunning design excites users. But users don't use stunning visuals. They use navigation. They interact with page layouts. They share information. You can have a truly impressive web design and still lose your audiences, if the navigation isn't intuitive, the page layout is cluttered, or the information is misleading or hard to understand. Fig Leaf Software utilizes both quantitative and qualitative methods to design the IA of your site to meet the goals of our customers and their site's users.

**General Requirements Document** – Throughout the Discovery Phase, Fig Leaf works with its customers to elicit the goals and needs of the new site. We capture these goals as requirements in a formal document to be reviewed by our customers. With mutual agreement of these requirements, Fig Leaf will be able to proceed to the Design Phase of the program.

The Fig Leaf Discovery Process provides real value to our customers. Our approach to requirements elicitation and documentation is a collaborative process that ensures that the site we design is the site our customer needs. Throughout this process, the designers and developers that engage directly with your key stakeholders will be the same professionals who will design and develop your site. The result will be a unique product that is responsive to your users, your administrators, and your organization.

**Typical Discovery Phase Deliverables:**

- Project Kickoff
- Discovery Meeting
- Presentations
- General Requirements Document
- Information Architecture
- Wireframes

## 2.2 Design

Design must capture your users' attention. You have seconds to engage, impress, and satisfy their curiosity. At Fig Leaf Software, we create beautiful, lasting impressions. At the conclusion of the Discovery Phase, Fig Leaf will have a solid

*At Fig Leaf Software, we create beautiful, lasting impressions*



understanding the goals and objectives for our customer's new website, what you like about your current website, what you want to change, and what to hope to accomplish with the redesign. Our Design Phase activities translate these requirements into visual designs iteratively, and with your participation.

Key elements of our Discovery Phase approach include:

**Comprehensive Layouts** – Fig Leaf prepares inert page layouts of our proposed designs, showing the relative positions of content and graphics before the final content of those elements has been decided upon. These draft designs (or comps) allow the customer to provide feedback before a particular design is developed.

**Site Themes** – Upon selection of a comprehensive layout, Fig Leaf software will design a Drupal Theme within the content management system. This theme will allow our customer to review an interactive iteration of the new site with the design and navigational elements implemented without content restrictions.

**Governance and Policy** - Any website managed by more than one person is going to have governance issues. Models vary — some are intentional and highly structured, while others are more “organic.” Not all are equally effective. Fig Leaf Software considers the four governance principles to help our customer develop a concise strategy for the planning, creation, delivery, and governance of content: Identify Goals and Substance, Outline the Roles and Workflow, Determine Structure, Identify Policies and Standards.

Once a preferred design is selected and desired edits or additions are discussed, our design team will begin making any necessary revisions to the homepage and work on the subsequent page layouts needed to create a well-rounded set of design standards. When we are redesigning the website, visual changes are a part of the equation, but there are many other components involved in the final decision of what the website will look like

**Typical Design Phase Deliverables:**

- Comprehensive Layout
- Site Theme
- User Interface Document
- Detailed Design Specification
- Style Guide

and how the website will function. Fig Leaf's design team will work closely with the customer to fine tune these components to ensure they receive the maximum benefit from the redesign. The design elements, photo information, and corresponding code will be documented in the Style Guide and the Detailed Design Specification.

## 2.3 Development and Testing

Fig Leaf's well-proven methodology for building and implementing a redesigned website ensures we will deliver a site that provides satisfactory (based on the industry leading standards) speed of response for the home page and status display pages. Our goal is to ensure that when downloading from a wi-fi network, web pages are

*Our goal is to ensure that when downloading from a wi-fi network, web pages are delivered to browsers in under one second...*

delivered to browsers in under one second. During development, our programmers evaluate page performance by using Google Chrome's Timeline, Profiling, and Auditing tools, tweaking page performance accordingly.

**Google Search Appliance** - The Google Search Appliance (GSA) 7.2 is a scalable hardware solution that brings Google Search technology to your organization's content, whether it lives in file shares, databases, your public website or systems. Along with the relevance and simplicity of Google.com, GSA offers enhancements and controls specifically designed for business use, making search even more intelligent and secure.

GSA delivers high-quality search right out of the box, and robust customization options let you fine-tune results to meet your organization's needs. A single search box for all your content sources helps employees work more efficiently, giving them fast access to any information they have permission to see. Easy to implement, manage and support, GSA also reduces the burden on IT administrators responsible for your organization's search solution.

The GSA is a single line item product that includes the Google Search Appliance, Google Software, hardware and software support and software maintenance for the term of the contract.

**Integration and Customization** - Fig Leaf Software supports all types of third-party applications to enhance the end user experience. We have implemented Flash, Silverlight, and other plugin requiring technologies, but our real expertise comes from developing custom solutions that require no plug-ins at all.

**Test Driven Development** - Fig Leaf Software employs a Test Driven development methodology ensuring each requirement described in the Detailed Design Specification will be addressed. An additional benefit of this approach is that issues and bugs are identified early in the development process, rather than during a distinct testing period.

**User Acceptance Testing** - End-user testing is completed by the Fig Leaf UX/UI staff after the customer's website is functionally complete. Fig Leaf will use the Detailed Design Specification to produce usability testing plans. Our testing plans follow a user path testing model where different scenarios are created, based on the functionality annotated within the specifications document as well as accessibility issues such as 508 compliance.

Our expert designers first make sure that any planned deliverables are tailored specifically to the site build. We then employ Drupal Page Rendering, the standard theming approach for developing Drupal sites, to determine methods for page layout and site implementation. Team Fig Leaf's technical team builds the content types and taxonomy structures defined during the planning and design phase. Front-end development includes prototyping homepages and packages that are responsive and cross-browser tested.. Prototypes are pattern collections of elements that can be re-purposed on various pages, rather than composite elements. Our team merges front-end templates with back-end content structures and builds custom functionality. Theming - bringing front-end templates into alignment with back-end content structures - is done incrementally, perfecting the implementation layer as the Jefferson County stylesheet matures. Responsive behaviors and elements are added incrementally as well.



We incorporate client feedback into theme layer and custom functionality adjustments. Those adjustments are tested across browsers, operating systems, and devices.

## 2.4 Training and Support

Fig Leaf Software has trained more than 35,000 students since January 1998. Fig Leaf Software's instructors use their real-world development expertise to provide uniquely valuable insights into software design and development. Its training division (<http://training.figleaf.com>) has on-staff curriculum developers, certified technical trainers, and Acquia-certified Drupal trainers who can address all of Jefferson County's site education requirements. Materials typically produced for customers receiving content management services include:

- Five (5) days of instructor-led course instruction: over a dozen hands-on exercises to teach your personnel how to fulfill their duties as content contributors and managers. All "students" receive a professionally bound textbook that contains step-by-step tutorials customized for your specific implementation. A sample, produced for the University of Wisconsin-Parkside: <http://bit.ly/1sXEZlj>.
- A series of one-page job-aids: these reinforce and summarize the concepts presented during the instructor-led session, and aid in the management of each website.
- On-demand video-based training: you may view an example of our on-demand video training, produced for NPS, at the following URL: <http://bit.ly/1ngUAiq>. Another example, produced for Intel Corp., is available at <http://intel.ly/1ngUCHg>.

Fig Leaf believes sites and applications should be living projects, with ongoing support and maintenance necessary to ensure they're secure, up-to-date, and continually meeting users' needs. Our Acquia-certified Drupal experts provide extensive support capabilities, including, but not limited to: monitoring sites and hosting infrastructure; proactive responses to system alerts; responding to support requests from your team; and fixes in urgent scenarios. In addition, our Managed Services experts are highly proficient in meeting web-related maintenance needs, including: proactive security and performance management; updating core and contributed code bases; and specialized development that falls outside normal project work, so small feature requests are added quickly.

In order for you to operate and administer your site after the completion of this program, Fig Leaf Software will provide the following documentation, written by the developers and designers who created your site:

- Technical Architecture Document - This documentation describes a variety of aspects of the site build and maintenance in technical detail.
- Platform Developer and Administrator Documentation - This documentation covers operational mechanics of the following activities.

For Jefferson County Public Schools, Fig Leaf Software will provide our Advanced Support offering, to commence with the deployment of your site. Before deployment, all support related issues will be resolved through our development and project management teams. Once your site is deployed, Fig Leaf Managed Services will be available to resolve any emergent issues or configuration changes required. The following table describes our Advanced Support offering:

Service Description	Service Level Provided
<b>Customer Service</b> - for non-critical issues, consulting, and requests.	8:30am - 5:00pm EST
<b>Emergency Support</b> - for issues that impact site availability (site down).	24 Hours x 7 days a week billed at 4 hour minimum
<b>Access to Technical Support</b>	JIRA ticketing system, Email based support, Telephone Number
<b>Resource Assignment</b> - Fig Leaf Resources assigned to Jefferson County	1 Senior Support Engineer 1 Technical Account Manager
<b>Named Customer Contacts</b> - Jefferson County staff designated to contact Fig Leaf	3
<b>Response Time</b> - for non-emergency issues	< 8 Hours
<b>Event Participation</b> - support for planned maintenance, unique initiatives, etc.	On Call
<b>Customer Responsibilities</b> -	Fig Leaf Software will support a monthly calls with Jefferson County to discuss upcoming support requirements.



### 3.0 Selected Past Performance

Fig Leaf Software specializes in full website redesign, implementation, and hosting projects for educational institutions. Our extensive list of clients and case studies for each of our projects can be found on Fig Leaf's website at <http://figleaf.com/case-studies>.

Most recently, Fig Leaf partnered with the City of Louisville, KY, to redesign and relaunch the website on the Drupal 7 platform. The design is fully-responsive and was based on a series of mock-ups the city created as a starting point. Fig Leaf's design team and the Louisville Metro Government key stakeholders worked iteratively to improve the visual treatments with an emphasis on usability and a clean look and feel.

With the revamp of Louisville's website and streamlining of content, the city is better prepared to serve its constituents. Since Fig Leaf implemented the design theme in Drupal, non-technical staff members are now able to quickly and easily manage and maintain site content based on their role.

Fig Leaf Software's approach to the Jefferson County website redesign is based on our proven <https://louisvilleky.gov> methodology. In addition to the services we provided the city, Fig Leaf has proposed a complete Discovery and Design approach that was not required for the city website. The following three examples of redesign / CMS projects have been completed within the last three years. The scopes of work most closely lineup with the tasks required for your project.

#### Example #1: University of Wisconsin at Parkside

Name of Client	University of Wisconsin - Parkside
Name of Contact	Ilya Yakovlev, CIO
Address	900 Wood Road, Kenosha, WI 53141
Phone Number	262-595-2345
E-Mail Address	yakovlev@uwp.edu
Value of Contract	\$228,375.00
Period of Performance	November 2012 - March 2014
Description of Service	<p>UW-Parkside worked with Fig Leaf Software to build a brand strategy that would set the tone for the University to use its website to attract new students. Fig Leaf provided all aspects of user experience, information architecture, design and development from front-end coding to ColdFusion and database programming. Some of the main goals of the new website are:</p> <ul style="list-style-type: none"><li>● Build community</li><li>● Increase enrollment</li><li>● Improve site usability (including 508 compliance)</li><li>● Key audiences can access the information they need</li></ul>

	<ul style="list-style-type: none"> <li>● Available on mobile platforms (responsive design)</li> </ul> <p>Fig Leaf Software redesigned, developed and launched a new website for the University of Wisconsin-Parkside. The new site, built in ColdFusion, leverages a ColdFusion based CMS. The site is also fully responsive, meaning that it scales to the screen resolution of the visitor's device (desktop, tablet, mobile phone).</p> <p>The UW-Parkside project was comprehensive in that the discovery sessions included extensive market research, focus groups and user surveys, in addition to the creative and technical sessions. The market research included interviews with high school counselors and rising high school graduates to understand what would motivate them to attend University of Wisconsin-Parkside.</p> <p>Using the extensive market research, Fig Leaf collaborated with UW-Parkside to create features for the new site to serve key audience members. The new site features interactive "engagement elements" on the home page banners. These banners provide visitors the ability to click on images and be presented with additional information to engage them in content. The "Who are you?" home page feature enables users to self identify their role with the organization. Depending on the response given, the individual would then be guided to information geared specifically for them. The website is integrated with LibraryH3lp, which provides flexible live-chat and FAQ software. This tool, utilized by many universities, allows students to find answers to their questions easily and quickly.</p> <p>To build a sense of community, it was important to have the The Rita Tallent Picken Regional Center for Arts and Humanities listed on many of the new site pages. This center serves as a regional educational and arts facility. It fosters collaboration with local and regional arts and humanities groups, bringing UW-Parkside programs to community venues, and welcoming community organizations to have a presence on campus.</p> <p>UW-Parkside wanted their admissions page to stand out to attract new students to the school and increase enrollment. The page has vibrant images and colors to capture visitors' attention. It includes sections tailored to each different type of student that might be visiting the website: high school student, transfer student, graduate student, or returning student. The page also incorporates a more personal touch with the "Meet Your Counselor" rotating image, which gives students the opportunity to see who will be assisting them throughout out their college career.</p> <p>UW-Parkside is very happy with the overall look and ease of use for the website. Fig Leaf is in the process of creating collateral print material to reflect the design of the site. This includes:</p> <ul style="list-style-type: none"> <li>● Overview brochure</li> <li>● Travel/search piece</li> <li>● Student life brochure</li> <li>● Majors information</li> </ul>
Justification of Similar Size and Scope	Market research, branding, full life cycle public site user experience re-design, content strategy, CMS implementation and customizations, custom editor training, server setup and configuration, ongoing support.
Website Address	<a href="http://www.uwp.edu">www.uwp.edu</a>



## Example #2: National Catholic Educational Association

Name of Contact	Kate Reich, Director of Marketing
Address	1005 North Glebe Road, Suite 525, Arlington, VA, 22201
Phone Number	703-243-0025 main, 571-451-2884
E-Mail Address	kreich@ncea.org
Value of Contract	\$276,002.00
Period of Performance	March 2012 - June 2013
Description of Service	<p>Fig Leaf worked with NCEA to identify and select a CMS that would meet all of the organization's needs, to include integration with the organization's iMIS Association Management System. NCEA selected the Drupal CMS platform to facilitate the organization's goal to build brand identity, awareness, and interest through their public website. Fig Leaf's creative team designed the new site to serve NCEA's site visitors who represent various groups in the Catholic education community. In addition to the new design, Fig Leaf's creative team made updates to NCEA's logo and created standardized logos for every department. To ensure that visitors can quickly access information, Fig Leaf's certified usability analysts helped organize and trim the navigation and develop the drop-down menu items to be included in the new site. The new design features upcoming events, and enables NCEA content owners the ability to easily promote important content to the homepage and key landing pages.</p> <p>Fig Leaf Software implemented a PHP development framework, specifically the Drupal Content Management System. The CMS interfaces directly with the iMIS 15 Association Management System (AMS), utilizing third party software solutions. Upon completion of development and site delivery, Fig Leaf's training team developed and delivered custom content editor training. Fig Leaf launched the new site in the Amazon cloud utilizing Amazon Web Services.</p> <p>With the site redesign, NCEA is now able to promote their brand more effectively, and tie-in the community of teachers and school administrators to the site. NCEA's new website features the latest information, events, news items, activities and events designed to support their users in their catholic educational ministry. The website redesign allows for the integration of information based on the needs of the audience and the needs of organization.</p>
Justification of Similar Size and Scope	Full life cycle public site user experience re-design, CMS implementation and customizations, custom editor training, server setup and configuration, ongoing support.
Website Address	<a href="http://www.ncea.org">www.ncea.org</a>

### Example #3: University of Maryland University College

Name of Client	University of Maryland University College
Name of Contact	Steve Teitelbaum Director - Web Communications
Address	3501 University Boulevard, Adelphi, MD 20783
Phone Number	301-985-7763
E-Mail Address	steve.teitelbaum@umuc.edu
Value of Contract	\$590,256.29
Period of Performance	December 2008 - Ongoing
Description of Service	<p>Founded in 1947, University of Maryland University College (UMUC) is one of 11 accredited, degree-granting institutions in the University System of Maryland (USM). As a globally-focused university, UMUC serves more than 90,000 students worldwide. Offering a broad range of cutting-edge classes, UMUC has earned a worldwide reputation for excellence as a comprehensive virtual university and for focusing on the unique educational and professional development needs of adult students.</p> <p>The UMUC website required the implementation of a robust content management environment that is easily accessible and simple to learn for front-line staff and other content contributors with no HTML knowledge. The environment had to also be well-suited for the UMUC Web team design/development staff and allow for straightforward creation/updating of Web elements. Additionally, the system needed to provide a content review and approval workflow to allow the UMUC Web team writing/editing staff to easily review content submissions from contributors.</p> <p>Fig Leaf Software identified the following deficiencies in old UMUC Web environment:</p> <ul style="list-style-type: none"> <li>● All Web content updates had to be made by users familiar with HTML</li> <li>● Data collection forms had to be coded by hand by Web developers</li> <li>● Lacked a central workflow and approval process</li> <li>● Lacked versioning and rollback systems</li> <li>● No central template system in place</li> <li>● No central storage area for common site assets existed</li> <li>● Extra work was required to convert existing content to other output formats</li> <li>● Other Web or publishing environments could not be easily integrated</li> <li>● Difficult to devolve site administration to groups of users</li> </ul> <p>After a thorough review of numerous content management systems, UMUC selected the CommonSpot content management system CMS, a product of PaperThin, Inc. The critical factors in selecting CommonSpot were:</p> <ul style="list-style-type: none"> <li>● Natively runs on Solaris, WebSphere, ColdFusion, and Oracle to leverage UMUC's experience and operational expertise in these environments</li> </ul>



- Meets all of UMUC's critical content management system feature requirements
- Serves a large number of educational Web sites
- Extremely simple to use WYSIWYG interface that's easy to train/use for non-technical users

Fig Leaf hosted technical sessions with the UMUC stakeholders to understand the new vision for the redesigned public site. It was identified that the most critical function of the UMUC public Web site is to serve as a recruiting tool for prospective students. The main area of the site was designed to be heavily oriented towards sales/marketing and utilize attention-grabbing imagery and banners. The focus of the new site is to provide information regarding academic programs and requirements, financial aid, transfer credit, and UMUC 411 (a virtual classroom test-drive). Special emphasis is placed on improving the navigation and search of UMUC's academic programs. Access to other functions for the general public (i.e. media relations, employment, etc.) is also located on the [www.umuc.edu](http://www.umuc.edu) home page as these audiences will not have other "portals" to visit to locate the content they need. Home page access to popular social networks such as Facebook, Twitter, YouTube, LinkedIn, etc. is included as well.

The UMUC Web team created the site design and Fig Leaf Software provided a design review which included:

- Reviewed and provided feedback of site maps supplied by UMUC
- Reviewed and provided feedback of taxonomy/keyword architecture supplied by UMUC
- Reviewed and provided feedback of XHTML/CSS design templates supplied by UMUC
- Integrated XHTML/CSS design templates provided by UMUC with CommonSpot and create base templates and subpage templates

Following the design review, Fig Leaf Software implemented the CommonSpot CMS, including the development of custom elements and render handlers necessary to complete the data and business requirements, functional and operational requirements for UMUC. Fig Leaf Software set up the site to work with UMUC's WebTrends server.

UMUC is a state institution and must meet section 508 compliance standards so Fig Leaf Software set up the new Web site to be as accessible for users with disabilities by ensuring accessibility to webpage graphics by the visually impaired using assistive technology such as screen readers. This was accomplished by using text labels and descriptors for graphics and form fields which is a feature of CommonSpot's built-in accessibility features (such as requiring the entry of alt tag text when an image is added to a page). Fig Leaf Software also set up the UMUC taxonomy so users can easily browse and discover topic information within topic areas based on one or more selected facets within UMUC's defined taxonomy.

Fig Leaf Software also delivered a system to allow editors to easily create and manage news items and press releases. This tool integrates with the CommonSpot editor. The news item/press release management tool provides the following:

- RSS syndication
- Ability to categorize news/press releases by type
- Capability to display news/press releases by type
- Future date and auto-expire options

	<ul style="list-style-type: none"><li>● Add images and documents to display within the news item/press release</li><li>● Ability to publish links to news items/press releases throughout the site, including the UMUC home page announcements section</li></ul> <p>Fig Leaf Software also integrated the Google Maps API to allow users to zoom in and out and click and drag maps. Each UMUC location is clickable and opens a pop-up window with the location title, address, a link to its individual Google directions map page, and a link to a page with more location details. Information about each location is also listed in full below the map to provide a text alternative to users with disabilities.</p> <p>The new site also includes a robust calendar and fully integrated lead generation web forms. The UMUC marketing advertising team launches between 5-15 new lead generating Web forms weekly. Each of these Web forms are developed by the Marketing Web team from various templates that have been approved by the Marketing Advertising team. Each template corresponds to a specific campaign. All of the data from the lead generating Web forms are then imported into UMUC's CRM system.</p> <p>Prior to launch, Fig Leaf Software provided end-user orientation and CommonSpot training so that the non-technical end users would have the skills and abilities to migrate roughly 5,000 pages of content to the new site prior to launch.</p>
Justification of Similar Size and Scope	Full life cycle public site user experience re-design, CMS implementation and customizations, custom editor training, server setup and configuration, ongoing support.
Website Address	<a href="http://www.umuc.edu">www.umuc.edu</a>



## 4.0 Project Cost

Fig Leaf software has prepared the following quote in support of Jefferson County's Web Content Management System project. While each design and development effort is unique, our skilled development, design and project staff have used a bottom up estimation methodology to determine our price, based on efforts of similar size and scope.

Fig Leaf Software has included no additional cost for the Drupal Content Management System, as it is an Open Source application. Fig Leaf has prepared its quote to best fit into Jefferson County Public School's fiscal year planning.

Activity	Duration	Cost
Discovery - Includes creative activities related to UX / UI and wireframing.	10 Weeks	\$ 63,830.00
Design	8 Weeks	\$ 34,450.00
Development / Test / Deploy	22 Weeks	\$ 92,690.00
Training	Material Prep + 2 Days / On Site	\$ 8,840.00
Support - Includes programmatic support for website, Google Search Appliance (referenced in section 2.3), and infrastructure related activities.	Project Completion - June 2016	\$ 8,000.00
<b>TOTAL</b>		<b>\$ 207,810.00</b>

### Additional Pricing:

Fig Leaf Software has prepared the following quote for the Google Search Appliance as well as additional support after development activities have concluded. Google Search Appliance pricing includes hardware and licensing for three years. Fig Leaf's Support offering is for its Advanced Support package described above.

	Project Start through June 2016	July 2016 - June 2017	July 2017 - June 2018
Google Search Appliance	\$40,000	\$0	\$0
Advanced Support	\$0 (included in Development)	\$17,500	\$18,375

### Assumptions:

Fig Leaf Software has made the following assumptions in the preparation of this quote:

- Fig Leaf Software assumes a March 1, 2015 award date. A delayed award date will not impact cost, but will impact a January 1, 2016 deployment.
- Fig Leaf Software does not anticipate building a private content portal for this effort.
- Fig Leaf Software anticipates providing 1 comprehensive layout design for the Home, Landing, and Interior pages and 5 key page designs.
- Fig Leaf Software anticipates 2 formal rounds of design revisions.

### Invoice Schedule

Fig Leaf Software has prepared a firm fixed price bid to this scope of work. Fig Leaf Software anticipates initial payment upon contract award 7 additional payments and a final payment upon completion of the contract. Fig Leaf Software expects payment 30 days after invoice date (Net 30). The following tables describe our anticipated invoice schedule:

#### Project Invoicing (Contract Award - January, 2016)

Contract Award	\$20,781.00
March 2015	\$20,781.00
April	\$20,781.00
May	\$20,781.00
June	\$20,781.00
July	\$20,781.00
August	\$20,781.00
September	\$20,781.00
Project Completion (Est. Jan 1, 2016)	\$41,562.00

#### Google Search Appliance Invoicing (upon delivery within 45 days of Contract Award)

The cost associated with the Google Search appliance have not been included in the above payment schedule. A \$40,000 payment will be due upon delivery of the Google Search Appliance. Delivery is anticipated within the first 45 days of contract award.



### **Additional Support (Annually, to commence on July 1, 2016)**

Fig Leaf Software has included 6 months of Advanced Support with our Content Management System Offering. Beginning in July, 2016, Jefferson County will be required to secure additional support in accordance with the following invoice schedule”

Invoice Date	Advanced Support
July 2016	\$17,500.00
July 2017	\$18,375.00